

DISC GOLF WEEKLY UPDATE

REACH

13,500

DISC GOLFERS

MEDIA KIT

EVERY WEEK



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A

C

E

C1

D

B

F

A

B

C/1

D

E

F

LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Mobile version RSS Subscribe Unsubscribe
Home Membership PDGA Tour Courses Magazine Discussion March 12, 2010

Disc Golf Association
The Company that Brought you Disc Golf

PGA
Professional Golfers' Association
Disc Golf Weekly Update

PRODUCT SHOWCASES

Fred Morrison, inventor of the Frisbee, dies at 90
The Washington Post
Fred Morrison, 90, a pilot and carpenter most often credited with inventing that most ubiquitous of backyard toys, the Frisbee, died Feb. 9 at his home in Monroe, Utah. He had lung cancer. People have been tossing flat, round objects for millennia, and the origins of the Frisbee have been shrouded in conflicting claims and legend. [MORE](#)

Disc Golf Products at Gotta Go, Gotta Throw Inc.
1.877.DISCGOLF

Disc golf tournament evidence of sport's rise in popularity
Macon.com
John Harrison was feeling good Saturday afternoon. It was a beautiful day for golf and he had just birdied his first hole. Harrison's brand of golf is a little different than the usual, however. Instead of toting a bag full of clubs, he had a satchel packed with multicolored plastic discs. Instead of swinging at balls, he launched discs with a flick of his wrist. Instead of aiming at a hole in the ground, he aimed at a steel contraption that slowed the discs with hanging chains and dropped them into a basket. [MORE](#)

Disc golf provides alternative to ball golf
Suite101
Disc golf is also known as "folf," "frolf" or "Frisbee golf." As its name implies, it shares some similarities with traditional ball golf. From a tee area, players attempt to land a flying disc in a target in the least number of throws possible. This, however, is where the similarities between disc golf and ball golf end and these differences account for its growing appeal. [MORE](#)

Disc Golf Starter Set
Great for the beginner disc golfer, this set includes Innova's three most popular DX models; the Archangel driver, Shark mid-range and Aviar putter. [MORE](#)

PRIME DISCS
Disc Golf Super Store
Huge live inventory. Same day ship. Discs, bags, baskets, DVDS, more. [More info](#)

YMCA program promotes wellness in the workplace
Northfield News
While nurses tend to the injured and the ill, many like Sue Pokorney realize that a great deal of what they treat is preventable. In her new job as a YMCA worksite wellness specialist, Pokorney will work to get Northfield and Fairbault employees on the path to good health by supporting the Healthy Rice County: achieving wellness in the workplace initiative. [MORE](#)

MSU opens new disc golf course
The Reflector
Having gone eight months without a course, disc golfers can again enjoy the sport Mississippi State University is nationally recognized for with a nine-hole course located around Chadwick Lake next to the Sanderson Center. Months of hard work and patience have paid off as the MSU disc golf team feels they have established a course that will make players want to come back for years to come. [MORE](#)

Prado Park gets 18-hole course for disc golf
The Press-Enterprise
Prado Regional Park in Chino, CA is now home to one of the largest courses dedicated to disc golf in the Inland area. The San Bernardino County Regional Parks Department will celebrate the opening of a 5,761-square-foot, 18-hole course. The course has been available for use since December while parks officials made adjustments in response to player suggestions. [MORE](#)

DiscGolf review for iPhone and iPod Touch
APPHODO
Never again struggle to keep track of your score while navigating the disc golf course! DiscGolf ScoreSheet has been designed to make scoring disc golf fast and easy. Just touch and all the work is done for you. If you play disc golf (aka Frisbee golf) then this app is truly a must have. I have playing disc golf for years and I honestly have to say this \$1.99 app is one of the best things to happen to disc golf. [MORE](#)

Disc Golf Course Design
As the premier Disc Golf Course designer in the world, John Houck has raised the practice of course design to an art form. John's involvement with a course design brings a guarantee of quality, notoriety and traffic from name recognition, and automatic prestige among organized disc golfers. [More info](#)

Disc golf's #1 do-it-all driver
The 3LS is disc golf's #1 do-it-all driver. It gives you the length to reach most pins... and the control you need to keep it close. Drive after drive after drive... it's do what you need it to do: left, right or straight. It excels downward. [Disc info](#)

Disc Golf Bags - Competition Bag
The Competition Bag is an ultra-light and ultra-durable full size bag designed to carry up to 20 discs. Internal frame provides structure and adds support to keep discs organized. While other heavier bags may carry more accessories, this bag is extremely lightweight and was designed with comfort in mind. [More info](#)

Disc Golf Weekly Update
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Recent issues

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 13,500 disc golfers (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$1750/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Lorem ipsum dolor
Lorem ipsum dolor
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Ut enim ad minimum
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exercitation ullamco
laboreis nisi. **More**

Product Showcase
\$1250

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum dolor
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aliqua. Ut enim ad minimum veniam, quis. **More**

Callout Text Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor **More**

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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THE DISC GOLF WEEKLY UPDATE, POWERED BY
MULTIBRIEFS, PROVIDES NEWS AND INFORMATION
TO DISC GOLFERS NATIONWIDE.

The Disc Golf Weekly Update tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of disc golfers, the Disc Golf Weekly Update keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

DISC GOLF WEEKLY UPDATE
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN DISC GOLF WEEKLY UPDATE:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in Disc Golf Weekly Update solidifies your place among weekly information provided to PDGA members.



TARGETED DISTRIBUTION

Advertising in Disc Golf Weekly Update allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Disc Golf Weekly Update have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Disc Golf Weekly Update ensures your ad will be every week by our 13,500 subscribers.



AFFORDABLE

Advertising in Disc Golf Weekly Update is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Disc Golf Weekly Update has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Disc Golf Weekly Update.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.